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U. S. DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY
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Emmons'

Dahlias for

1938

It is Nationally Known
the BEST are
MICHIGAN GROWN

Emmons' Dahlia Gardens

R. F. D. 7

Box 153

BATTLE CREEK, MICHIGAN

1938 Hello Everybody

We certainly did appreciate the way the orders for dahlias came in this last season, and best of all, the letters, later on in the autumn, telling us of the fine flowers they had produced and the great amount of pleasure received therefrom.

If we could have only stepped into every one of your gardens, and enjoyed with you, those beautiful and mammoth blooms, then it would have been a perfect dahlia year for us.

We expect sometime, to call on some of you, when your flowers are at their best, and see your "beauties" and have a chat in dahlia lore. You are all invited to visit our gardens.

Sincerely yours,

Mr. and Mrs. A. H. Emmons.

Certified Member



The Hall-Mark of Quality

WE ARE MEMBERS OF
The American Dahlia Society
The Michigan State Dahlia Society
The Ohio State Dahlia Society
The Indiana State Dahlia Society
The Battle Creek Dahlia Society



Location of Our Gardens

Our Dahlia Gardens are on the shore of the beautiful lake of Goguac, near the City of Battle Creek, Michigan. Turn south off the new U. S. 12 pavement on La Vista Boulevard and go about one-fourth mile to end of road; then turn right 100 feet to our gardens. Telephone number 2-4165.

We invite you all to visit our gardens at any time, more especially when in bloom.

EMMONS' DAHLIA GARDENS

R.F.D. No. 7, Box 153

Battle Creek, Mich.

General Description of Varieties

of the

WORLD'S BEST PRIZE - WINNING DAHLIAS

We specialize in dahlias that have a record of winning prizes; that are known to be vigorous, and have been thoroughly tested out in many sections of the United States.

Nearly every one of our dahlias have received a Certificate of Merit, from the Trial Grounds at Storrs, Conn., or East Lansing, Mich. That means a rating of at least 85%.

*"We grow a number of the very best
And let, who will, raise all the rest."*

Abbreviations:

FD—Formal Decorative	ID—Informal Decorative
SC—Semi Cactus	C—Cactus

Ace of Spades (I.D.) "Greubel." Bloom 11x5, bush 5½ feet. A monster velvet maroon, almost black. This is just naturally a GIANT and the blooms are held at right angles, far above the foliage on strong, stiff stems. It is an outstanding prize winner, and can be grown to 12 inches. On the account of the great size, and rare color, it attracts everyone who comes into the garden.
----- Root \$2.00 Plants 1.00

Adirondack Sunset (I.D.) 1935 "Parkway"—This is one of the greatest dahlias ever introduced, and one of the most spectacular, and it attracts everyone's attention. The color is a vivid scarlet, shading to a bright canary yellow at the base, giving the large blooms the striking sunset colors. The mammoth blooms are held facing sideways on long, stiff stems. The plant averages about six feet in height. This 1935 Honor Roll dahlia won the popular vote at the New York Botanical Gardens. The originator believes it will be grown to the mammoth size of 15 inches. It never fades, ----- Root 1.00

Adorable (I.D.) 1936 "Angell" The best peach colored dahlia ever introduced. Color, a vivid peach, shading to an orange yellow glow at center. Petals are long and broad and twist near the tips. A vigorous grower with good stems. Scored 86 at Storrs in 1931. On the Honor Roll ----- Root 1.00

Amelia Earhart (S.C.) "Cordes"—Bloom 12x6, Bush 4 ft. This gorgeous dahlia was a consistent winner wherever shown, having two American Home Achievement Medals and many other prizes to its credit. Color is apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of larger size, better stems, and with more gold and less rose shading. One of the great prize winners of today ----- Root 1.00

America's Sweetheart (I.D.) 1935 "Nunneville" — An immense variety that is very outstanding among the new introductions. Color is a pure yellow without a particle of shading. Even the outer petals do not fade out like those in most dahlias. Many of the petals are double serrated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum. The flower is held facing the heaven on an absolutely straight, stiff and sturdy stem, the flowers are full and with high centers, and were grown by the

- originators to more than 12 inches across, in the open field without irrigation or fertilizer, so that when it is grown with fertilizer and water it can be grown to gigantic size. Many who have seen this dahlia say it is the best dahlia to date. Plant averages about five feet, and is a strong, vigorous grower. Bloom 12x6, bush 5 feet-----Root 1.50
- American Purity (S.C.)** "American Dahlia Farms" 1937, Bloom 10½x8, bush 4½ feet — Glistening white, straight stems. Having good substance. Received the American Home Achievement Medal for the most meritorious new seedling. At Baltimore it was the largest semi-cactus and largest flower in the show. A good root maker -----Plants 3.00
- Avalon (I.D.)** "Broomall" — Bloom 7x3, bush 4½ feet. Clear Canary Yellow. Very distinct and pleasing, producing a good plant which bushes well and blooms freely -----Root .25
- Betty Colter (I.D.)** "Redfern"—Prominent judges have given this 1931 Honor Roll dahlia special favor. The color is a distinct even shade of light salmon red throughout, shading to old rose at base of long rolled petals. Stems and poise superb. Great bloomer. Bloom 10x6, bush 4 feet Root .50
- Buckeye Star (S.C.)** "Peck" — 1937. Bloom 6x4, bush 4 feet. This colorful flower attracted our attention in 1935 in Cleveland with its good keeping qualities and cut flower possibilities. Salmon pink with a golden yellow center. A welcome color in the Commercial size. Certified at East Lansing and Award of Honor at Atlanta, Ga. -----Plants 1.50
- Buckeye Bride (F.D.)** "Peck"—This impressive flower was one of the great favorites in our gardens. Color, a distinct even shade of salmon pink. It is early and a continuous bloomer. This is one of the greatest cut flowers. Grows about 5½ feet tall. This dahlia was on the Honor Roll for 5 straight years -----Root .50
- Blue River (F.D.)** "Salem Dahlia Gardens" — Bloom 11½x5, bush 4 feet. A blue French violet, the nearest to a blue dahlia that we have ever seen. It never fails to grow. It has won many prizes. It was best formal in Section B at the recent N. Y. Show. Very early, long stems -----Plant 1.00
- California Idol (I.D.)** 1935 "Success,"—Bloom 14x7, Bush 5 ft. This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as Best Three-Year-Old Seedling. At Boston it won the Achievement Medal as Best Undisseminated Dahlia. It was one of the outstanding varieties at Storrs last year. It is a fine grower with a deep flower of clear, glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes. On Honor Roll. Some one has called it a "Yellow Murphy's Masterpiece." It can easily win as largest or best flowers. We do not hesitate to recommend this great prize winner-----Root \$1.50 Plant .75
- Cavalcade (F.D.)** "Groll"—This 1935 dahlia was a great sensation at the Mid-West Dahlia Show in Grand Rapids. It resembles Jersey's Beauty in form, but it is much larger, and has stronger stems. Color deep rose. Height about 5½ feet. Another great cut flower, and a great winner in floral arrangement -----Root 1.00

- Champoeg** (F.D.)—Bloom 9x4, Bush 5 ft. The unusual coloring of Champoeg makes it an especially attractive flower. It is a waxy canary yellow at the center and shades into a salmon pink, which deepens in cool weather. ----- Root .50
- Col. Lewis** (I.D.) "Taylor" Color a deep mauve pink, the blooms easily average nine to ten inches across and quite deep. They are held facing sideways on long, strong, erect, cane-like stems, high and well above the large, thick, leathery, dark green foliage that pests like to stay away from. An early and prolific bloomer. and a very strong, vigorous-growing plant. Height five feet. ----- Root 1.00
- Corallina** (S.C.) "Bruidegom"—Bloom 10x4, bush 4½ feet. Rather unusual in coloring, a soft crimson carmine with reverse of petals Tyrian rose. To add to its attractiveness the petals curl and twist. Stems and bush growth are strong and healthy. A very worthy variety for your garden ----- Root 1.00
- Daddy Kemp** (F.D.) 1935 "Kemp"—Bloom 12x6, Bush 4 ft. This is every inch a man's flower, and one of the most spectacular introduced in recent years. The flowers are of immense size, often 14 inches or over in diameter, and from five to seven inches deep. The color is a rich purplish red. Should be grown to four stems to make these strong enough to hold the flowers. (H.R.) ----- Root 1.00
- Darcy Sainsbury** (F.D.) "Australian" — Bloom 10x5, A wonderful pure white, with excellent center, and the best of long stiff stems. One of the best to come from Australia. It stands very high in the show room. Plant 1.75
- Dream Girl** (I.D.) "Lee" — Bloom 11x6, bush 5 feet. The most outstanding new Dahlia in the northwest this past season, having won two American Home Achievement Medals. Very large flowers held perfectly erect on long strong stems; color a pleasing shade of salmon rose, very attractive and a real winner. ----- Plant 2.00
- Dwight W. Morrow** (I.D.) "Dahlidel"—Bloom 12x6, Bush 5½ ft. The gigantic red dahlia that was the sensation of the year in our garden. Many blooms 12 inches across and six inches deep on six-foot robust plants. The finest dahlia we have ever seen. It never fades or burns ----- Roots .40
- Eagle Rock Fantasy** (I.D.) "Success"—Bloom 11x5, Bush 6 ft. Mallow pink, very largest size, graceful beyond compare, can win as largest, or can win as most perfect, or both. No faults at all. If only the very best are desired, this must be one of them. This dahlia is most outstanding ----- Roots .75
- Edward G. Barnes** (I.D.) "England" — A large bloom of massive type, both in depth and width. Color, cream at center, shading to pure white. Plant grows 5 feet with wonderful stems and habits ----- Roots 1.00
- Elite Glory** (F.D.) "Kennedy"—Bloom 10x4, Bush 4½ ft. A dahlia that has had a long run of popularity and is still good. Color, rich red. Blooms large, of good form and substance and held erect on strong stems. ----- Roots .25
- Girl of Hillcrest** (I.D.) "Scott-Kemp"—Bloom 10x4, Bush 5 ft. You will derive a great deal of pleasure from growing this excellent variety as it blooms early and continuously. It is suitable for exhibition whether it is the first or last show. Color is apricot buff or cadmium orange. A vigorous grower with stems long and erect. Honor Roll. ----- Root .35

- Golden Standard (C.) "Downs"** A warm buff shaded amber and gold. Very full centers and evenly arranged petals. Bush is a good, open grower. Stem holds flower facing at right angles. Won as the best undis-seminated Cactus in New York and also won the Presi-dent's Cup over all types in the undisseminated classes.
----- Root 1.00
- Greater Glory (C.) "Salem"** — 1937. Bloom 11x6, bush 7 feet. One of the big ones in this class; especially recommended to us as a tall vigorous plant, with very long, strong stems; a beautiful rose pink flower, of very artistic formation. Winner of eleven first prizes in the leading shows. Also has an A. D. S. Medal.
----- Plant 3.75
- Honor Bright (F.D.) "Peck"**—A large, well-formed flower, possessing a self-color of peach red to light jasper red, which toward the end of the season runs to a deep orange. Root .50
- Hunt's Velvet Wonder (I. D.) 1935 "Hunt-Burnett Bros"**— Bloom 10x6, Bush 5½ ft. This variety was given an Ameri-can Home Achievement Medal in New York and won in Camden as the best Informal Decorative Seedling, arousing much interest. The attractive broad petaled blooms are huge and have good, full centers and great depth. The flowers of deep rosy magenta blending into a true purple are well pro-portioned with a large, dark green foliage ----- Root 1.25
- Jack Benny (I.D.) "Edison"** 1937 — Blooms 12x4, bush 6 feet. Base color lemon yellow, outer two-thirds of florets lightly tinted scarlet, giving the flower a bitter sweet orange color. Excellent stems from 4¼ to 15 inches; erect, dense growth. Scored 85E at A. D. S. Trial Gardens, 1936. J. A. Kemp, Little Silver, N. J., lists it as one of the best of its color now available.
----- Root \$5.00 Plant 2.50
- Jane Cowl (I.D.) "Downs"**—Bloom 10x6, Bush 5½ ft. Im-mense blooms, deep and full of glistening bronze buff. The stems are long and stiff and straight; and they hold the flower just as it should be held—looking at you and slightly up. The bush is fairly tall, with vigorous, thick, dark green foliage. No Dahlia has given more universal satisfaction than Jane Cowl, and no other has won so many prizes since it was intro-duced in 1928 ----- Root .25
- Jean Trimbee (S.C.) "Trimbee"**—Bloom 10x5, Bush 5 ft. Massive yet artistic with long, revolute petals that curl and twist. The color is a beautiful petunia violet making it popular as an exhibition dahlia. A tall, vigorous grower with long, erect stems ----- Roots .75
- Jersey's Beacon (F.D.)** — As an exhibition flower it has few equals in its color, but as a garden variety, it is even more spectacular. The color is Chinese scarlet, with a paler reverse giving it a two-toned effect. Root .25
- Jersey's Beauty (F.D.) "Waite 86"**—Bloom 6x4, Bush 6½ ft. Probably the most popular of any dahlia, especially as a cut flower. The ideal pink for exhibition or florist use. Large, deep flowers of perfect form on long stems. Free, early bloomer, with exceptional keeping qualities ----- Roots .25
- Jersey's Dainty (S.C.) "Waite"** Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attrac-tion and cut flower that can't be beat. Won first at the Great Mid-West show as the best bloom regardless of size. Bloom 6 to 8 in. No garden is complete with-out it ----- Root .50

- Jersey's Melody (S.C.) "Waite"** — A popular garden variety because of its attractive coloring of Tyrian rose, tipped silver and with silver reverse. Early prolific bloomer ----- Root .50
- Josephine G. "Grosscross 85"**—Bloom 8x4, Bush 4½ ft. One of the most charming of the recent introductions. Color is a very pleasing true rose pink of a bright shade, some petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. It is a prolific bloomer, and yet the flowers are of exhibition quality at the same time. ----- Root .35
- Karl Bonawitz (S.C.) "Dahliadel 86"**—Bloom 8x5, Bush 5½ ft. The ability of this dahlia to withstand varied climatic conditions throughout the country has won it many friends and, in nearly all cases, it has gone far beyond expectations. The brilliant, velvety carmine flowers are artistic and graceful in form. ----- Roots .50
- KATIE-K (I.D.) "Koenig" 1938.** Bloom 11x6, bush 5½ feet. Color is a deep rose pink, with white veins in the petal that lighten the flower considerably. Scored a certificate of merit at both Storr's and East Lansing. Is on all the 1938 Honor Rolls. It is a giant. Plant 2.50
- Kathleen Norris (I. D.) "F. & M. 87"**—Bloom 10x5, Bush 5½ ft. This outstanding exhibition dahlia is a true rose pink, deepening to mallow pink, with young central petals a lighter shade. Petals are broad and overlap each other. Blooms are held erect on long, strong stems. You will find this dahlia, is still a great prize winner ----- Roots .50
- Kitty Mac (I.D.) "Kemp"** — Bloom 11x6, bush 6 feet. The color is a bright purple shading to petunia-violet, excellent color. The flowers are held on rigid cane-like stems. The petals recurve toward the stems, similar to Lord of Autumn. The foliage is thick and heavy. Honor Roll. ----- Root 1.75
- Laetare (C.) "Bruidegom"** This is one of the prettiest dahlias we have ever grown, and possibly one of the hardest to describe, color a luminous red, on a soft yellow ground, gradually shading to yellow at the tips. The flowers average six to seven inches are held facing sideways on exceptionally long, stiff, wiry stems, the plant is a strong, husky, open grower. The blooms will keep a long time when cut and should be a great exhibition dahlia, height four to five feet-----Root 1.00
- Leland Stanford (I.D.) "Ballay" 1937** — Bloom 12x5. Brilliant cardinal red, the Stanford University color. The originator claims this is the brightest big red so far. It does not fade in the least in the hot sun. It is an early and free bloomer. Good stems. Has a similar formation to the great California Idol-----Plant 3.00
- Lord of Autumn (I.D.) "Almy"**—Bush 4½ ft. Mr. J. A. Kemp quotes as follows: "This is the most sensational dahlia we have ever grown, regardless of color, and is by far the greatest yellow dahlia we have ever seen. The color is a deep golden yellow, which is sustained until the last petal has withered. The flowers grow to an enormous size, and without forcing we had blooms the past season that measured over 13 inches across and nearly 9 inches in depth on long stiff stems, that held the flowers high above the foliage. The formation is wonderful, as the long pointed and slightly twisting petals recurve until the stem is hidden from view for 6 or 8 inches. The plant is a strong, vigorous grower and very pro-

- lific of blooms." In fact I think, with strict disbudding, disbranching and forcing, it can be grown to the mammoth size of 16 inches or more. This dehlia is the *giant* of *giants*. It never fades or burns. Truly it is the greatest exhibition dahlia ever introduced Roots \$1.00 Plant .75
- Margaret W. Wilson** —A magnificent dahlia in every respect. Wonderful bloomer, huge blossoms of creamy-white, shaded pink. We grow large quantities of this very fine dahlia Roots 25c each; three for .50
- Margrace (I.D.) (Bissell)** 1936, bloom 10x5, bush 5 ft. Won first in the Informal Decorative Seedling class at Cleveland Show as well as Sweepstakes for the best seedling. This dahlia is unusual in color and unique in form with good high centers. It is a bright scarlet with a tan reverse. The petals curl and twist showing the reverse. Really excellent stems, strong and heavy. Certified at Storrs and East Lansing Roots \$2.00 Plant 1.00
- Marshall's Pink (F.D.)**—Bloom 8x4, Bush 5 ft. An exquisitely beautiful shrimp pink Dahlia, especially fine for cutting; stems at least three feet long Root .35
- Milton J. Cross (I.D.) "Johnson,"** 1936, bloom 11x7, bush 6 ft. An undefeated seedling in the Eastern shows and highest seedling award at the Pennsylvania Horticultural Society. Center of flower is a clear light lemon yellow shaded rose and coral on outer petals. Won thee Achievement Medals, New York, Camden and Burholme. It is quite evident that this variety likes good culture or in other words it can take it, which is a quality quite necessary for a successful exhibition dahlia in the large bloom classes. Not only large, but deep, and of a pleasing clean color. For those who want them big to exhibit we believe this variety will be more than interesting Roots \$2.50 Plants 1.00
- Miss Belgium (I.C.)**—Bloom 4½x2½, Bush 4½ ft. This is one of the most attractive cactus dahlias that has come from Europe. Every one is delighted with it. The color is orange. The stems are very long and stiff. It was one of the high lights of the Mid-West Show at Grand Rapids Roots .75
- Monmouth Champion (I.D.) "Kemp"**—Bloom 12x5, Bush 3½ ft. The color of this marvelous dahlia is a bright xanthine orange, the blooms which are of very large size, over 12 inches in width, are borne in great profusion on cane stiff stems, well above the foliage, of an ideal growing plant that no insects will go near and one that seems to be immune from disease. The plant is a strong, vigorous grower with wide spreading habits and is always covered with blooms. A wonderful keeper when cut. What a prize winner! Roots .50
- Monmouth Queen (F.D.) "Kemp"**—Bush 6 ft. This fine light yellow made good all over the country the past season, and those who had it in their collection, report it as being greatly admired by the many visitors at their gardens. The color effect of this dahlia is most pleasing, it being a piric yellow in the center of the flower, with graduation of light primrose to creamy yellow rear petals. Flowers are full centered and are held facing front, and are 10-12 inches in width by 4-5 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage. Plant a robust grower, and good root maker. Not subject to insect attacks Roots .90
- Mrs. George Le Boutelier (I.D.) "Smith-Ruschmohr"**—Bush 4 ft. A giant flower and, in our opinion, an improvement on Murphy's Masterpiece, and a very striking and showy plant



On Three Honor Rolls

PURPLE



MIST

See description on page eleven

- in the garden. Color deep crimson red, the blooms are exceptionally large and are held erect on long, stiff, almost leafless stems, high and above the foliage of the strong, self-branching and wide-spreading plant with heavy, disease-resisting foliage. Watch for this dahlia at the shows this coming season. Very much admired at the N. Y. Botanical Gardens, where it was grown the past season, and received many votes in the popularity contest. ----- Roots 1.00
- Mrs. C. D. Anderson**—A mammoth purple-quilled ball dahlia with a silver sheen that keeps for days in the show room. We have at last a good supply of this dahlia, which grows for everyone. Owing to our large supply, we are making the following prices ----- 12 for \$1; Each .10
- Murphy's Masterpiece (I.D.)** "Murphy" 1932 — This giant red dahlia could have been very appropriately named SEEK NO FURTHER, for when it comes to winning in the largest bloom class, it is the recognized leader. It is quite safe to say, it was the largest winner in this class of any dahlia exhibited in the 1933 eastern show. If you expect to carry off the blue ribbon in the largest bloom class you have simply got to have Murphy's Masterpiece to do the trick. The flowers can be grown up to 14 inches and over in size, and it grows large without much encouragement. The color is dark red, shading toward garnet, and it will withstand much sun heat without fading or burning. ----- Plants .75
- Myra Howard (I.D.)** "Glutzbach Dahliadel" 1932—The color is a glowing combination of saffron, yellow with tints of salmon, the entire effect being ochraceous orange. Winner of American Home Achievement Medal at New York ----- Roots .35
- Oakleigh Monarch (F.D.)** "Hook" 1936. Exhibition type, cerise red in color; blooms 10 to 14 inches; heavy stem, with canes two to three feet long; tough foliage and insect resistant; height 6 feet, medium early bloomer. Blooms keep well when cut. Won a certificate at East Lansing last year ----- Roots \$2.50 Plants 1.00
- Oriental Glory (I.D.)** "Swartz"—Blooms 10x5, Bush 5 ft. There are so many dahlias following the same color tone that it is an innovation when one appears with a shading that is just a little different than the other. Such a dahlia is Oriental Glory. The flowers are brilliant, dazzling balls of deep orange; and how we need this color on the exhibition table. Fine, robust grower with excellent stems. On the Honor Roll Root .50
- Palo Alto (S.C.)** "Ballay"—Bloom 10x6, Bush 5½ ft. A real giant, the color of which is clear, bright salmon shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centres. Well recommended as a winner. Certified at Storrs ----- Roots .75
- Paul Pfitzer (Cactus)** "Berger" 1934—A German novelty that won a name for itself in the New York Show. It is a pleasing combination of primrose and shell pink. Strong, vigorous plants with dark foliage and excellent stems. On Honor Roll. Splendid cut flower ----- Root 1.00
- Prince of Persia (I.D.)** "Newson" 1932—Bloom 11x5, Bush 5½ ft. A very striking bright red exhibition dahlia of the most iridescent rich-glowing crimson. The petals are of great depth and substance, making an unusually deep, attractive flower. Bush is vigorous, robust and very tall. This dahlia attracted more visitors' attention than any other in my garden in 1933 (H. R.) ----- Roots .35

Purple Mist (F.D.) "Emmons" 1937. — Bloom 10x5, bush 5 feet. A beautiful pure deep purple, tending to a shade of burgundy. Both the face and the reverse of the rays have the same color. The whole flower is covered with a bronze sheen. Extra long, stiff stems holding the flower far beyond the foliage. In fact, one can easily cut a three foot stem. It won a Certificate of Merit at the East Lansing Trial Gardens in 1935; also the American Home Achievement medal at the Cleveland Exposition in 1936; also the Horticulture Achievement Medal at Detroit in 1936. It won as best seedling in 1935. It is on three Honor Rolls. It is a prolific bloomer and the flower stands at a forty-five degree angle. A splendid cut flower. Foliage is very dark green and heavy; insect resisting ----- Root \$4.00 Plant 1.50

A RECORD

On October 5th, 1937, a Mr. Roy V. Ashley, (who is a Notary Public), with six other dahlia raisers measured the diameter of twelve blooms of Purple Mist, which were ALL on ONE stalk, this particular date, and in full bloom.

"The combined diameter of the twelve blooms was 117 inches."

Signed: ROY V. ASHLEY,
a Notary Public

My commission expires Jan. 6, 1939.

Queen City (F.D.) "Peck" 1936. A formal, commercial type, of a scarlet pink color; excellent stem on long upright branches starting from near ground; height of plant, 3 to 4 feet; a very early and continuous bloomer. Winner at Cleveland as best keeper, also a blue ribbon in formal decorative class; awarded American Home Achievement Medal at Indiana State Show. A remarkable cut flower variety---- Root \$2.00 Plant 1.00

Renaute Muller (I.C.) "Foreign"—Bloom 5x3, bush 5 feet. A very fine exhibition or commercial cactus having good sized flowers of light salmon rose with pale yellow centers. The rather tall bushes are covered with flowers at all times. Highly recommended Root .75

Robt. L. Ripley (I.D.) "Salem" 1937 — Rhodamine purple with deep rose pink suffusions throughout the entire bloom. It is immense in size. Ed. J. O'Keeffe of Cold Spring, N. Y., one of the leading amateur growers of the United States, grew a bloom that measured 16x12. Stems are straight and strong. The bush is vigorous and grows to a height of seven feet. It won many first prizes at both National Shows, Chicago and other exhibitions. Created a sensation wherever shown. It has wonderful substance and keeping qualities and will develop a full flower from a cut bud not even showing color. King Features Syndicate in "Believe It or Not" Cartoon by Ripley, portrays Robt. L. Ripley as "the largest dahlia grown." ----- Plant 3.75

Royal Purchase (C.) "Nunneville" 1936. Here is an incurved cactus that attains immense size. The bloom is full and deep and grows high out of the bush on long, straight stems. The color is a deep straw yellow with outer petals suffused with pink. The petals twist and turn, giving the bloom a shaggy appearance. The bush is four to five feet high, an early bloomer, is clean growing and resists insects. Prominent judges who saw this variety growing the past season say it is a knockout and a rival to our America's Sweetheart. Shown three times—three firsts-----Plants 1.00

- Ruby Taylor (I.D.) "Garrity-Success"**—Bloom 8x4, Bush 5 ft. A clear self color of carmine and one of the best all round large dahlias introduced in 1933. It has a perfect habit of growth and a high degree of vigor Roots .50
- Satan, S. C. "Ballay-Success"**—Bloom 10x5, Bush 6 ft. One of the largest dahlias grown, and a consistent prize winner at the shows. Color, a bright flaming red with slight touch of gold at center. Horn-like petals which are perfectly rolled and incurved give unique form to the giant blooms. Highly recommended for exhibition. Honor Roll. One of the most popular dahlias today. Scored 87 at Storrs Roots .50
- SCARLET JERSEY BEAUTY (F.D.) "Wolfe" 1938**—Bloom 7x4. Bush 5½ to 7 feet. A beautiful scarlet color. The long, straight, stiff stems hold the flower high above the extra clean foliage. Stems can be cut three feet in length. The flowers face side to a 45-degree angle, and you can cut plenty of flowers in a season, which, after testing their durability as a cut flower, last half a day longer than the pink Jersey Beauty, and is also about ten days earlier. After growing it for several years, we can say that it never stunts and never shows an open center, no matter how late in the season. It is a good root maker. On three Honor Rolls Roots \$5.00 Plants 2.00
- Sonny Boy (I.D.) "Salem"**—Bloom 11x8, Bush 4 feet. Old rose and old gold informal decorative, a naturally large flower, has been grown 15½ inches. It has been a persistent winner in the show rooms ever since its introduction in 1933. It is a very hardy grower. Roots .75
- The Fireman (I.D.) "Success"** Bloom 9x6, bush 6 feet. This new variety is a flashy cardinal red with golden flushes and golden tips at center of the flower. The growth habits are perfect, stems long and straight and it is a prolific bloomer. Root .75
- Theresa Ann (F.D.) "Wallace"**—1937, Bloom 7x3, Bush 4 feet. The color is an unusual shade of scarlet red. Although the color stands out with great brilliancy, it blends better with all the autumn shades than any red I know. It is a wonderful cut flower. The stem is long and strong, never showing the slightest sign of weakness. It lasts over a week when cut. Insect proof. Plants 2.00
- Thomas Edison (F.D.) "Dahliadel"**—Bloom 9x4, Bush 4 ft. Royal purple with a sheen of velvet. One of the best in this color Roots .50
- Wenoka (F.D.) "Hulin" 1935**—Bloom 10x5, Bush 5½ ft. This is the flower that caused such a sensation at East Lansing trial grounds, where it scored 88. It was on two Honor Rolls. The color is of rosy mauve and deep magenta, on extra long stiff stems, extending away above the foliage. Sold in 1935 for \$20 per root. A wonderful dahlia, with a great future Root 1.25
- White Wonder (I.D.) "Black-Kemp"**—Bloom 11x6, Bush 5½ ft. Pure white. A monster. Probably the finest white dahlia ever produced, cleaning up the shows from coast to coast. Honor Roll. At the Mid-West Show in Grand Rapids, White Wonder won as the *largest and most perfect* bloom in the show Roots .35

Miniature Dahlias

- Baby Royal, S. C.**—A new Gold Medal miniature from England and one of the most outstanding prize winners so far introduced in this class, always winning the blue-ribbon wherever exhibited. It is a beautiful little flower of salmon-pink and apricot with gold shading. Stems are long and wiry and blooms are of most graceful formation as florets are rolled and incurved. A fine commercial cut-flower variety due to its free blooming and long keeping qualities, and always in demand by florists. We could not begin to supply the demand from the local cut-flower trade for cut blooms of this variety the past season. This little flower stole the whole dahlia show last fall Roots .25
- Fairy "Bond" 1934**—Miniature For. Dec. This dainty little dahlia is best described as a miniature Jersey's Beauty, it having the same lovely shade of pink with a slight suffusion of mauve towards the tips of the petals. Perfect decorative 2½ to 3 inches in diameter, with perfect stems, and are produced in great profusion on plants about 3 feet high. It is one of the very best keepers when cut, and we believe it is one of the best miniature for florists' use, ever introduced. A dainty little dahlia that will become as popular and be as extensively grown as the famous Jersey's Beauty Roots .25
- Orchid Lady (F.D.) "Groll"** Bush 4½ feet. It is very well named; the color is amaranth pink to mallow pink. Has fine stiff stems. Healthy strong plant, and a profuse bloomer. It has two A.D.S. Certificates. It is one of the best cut flowers, and is a great favorite with the florist Root .50

Pom Pom Dahlias

The tiny little miniature ball dahlias, perfect in form, and not exceeding two inches in diameter. The bouquet dahlia which is growing in popularity daily.

- Amber Queen**—Beautiful shade of amber25
- Aimee**—A popular tiny orange cadmium shaded apricot. On long stems25
- Belle of Springfield**—Crushed strawberry. One of the very smallest and best. Great prize winner25
- Elizabeth**—Lemon yellow tipped red25
- Fashion**—Deep amber shade25
- Hazel**—Buff to brown25
- Jack**—Purple garnet. Beautiful and perfect25
- Jill**—Lemon yellow margined carmine. One of the best25
- Joe Fetter**—Pure white. Early25
- Johnny**—One of the most perfect and smallest dark red25
- Little David**—A small perfectly formed russet orange pom25
- Little Edith**—Perfect and small. Primrose25
- Little Sagamore**—Scarlet red25
- Lemon Drop**—Lemon yellow. Long stems. One of the best25
- Mike**—Burnt orange, small, extra good25
- Rosalie**—Plum purple. Long stems, extra fine25
- Rose Bud**—Shell pink shading to white25

FIVE VARIETIES—YOUR CHOICE \$1.00

CUT FLOWERS

There are many dahlias that are excellent for cutting, and some will last a week, and be nearly as perfect as when plucked. The following list are the ones we consider the best for that purpose:

Purple Mist, Buckeye Bride, Jersey's Beauty, Jane Cowl, Marshall's Pink, Cavalcade, Fairy, Miss Belgium, Paul Pfitzer, Orchid Lady, Queen City, Golden Standard, Jersey's Dainty, Laetare, and Baby Royal.

We shipped a dozen Purple Mist blooms over 1200 miles and they were in good shape five days after they reached their destination.

The cut flowers that we sell each year from our dahlia gardens more than pay our running expenses.

THE MID-WEST DAHLIA NEWS

Is the Only Publication of the Kind

No dahlia raiser can afford to be without it. It not only gives you all the information that you are seeking about dahlias, but all that is going on in the dahlia world, as well as who is who in this great flower.

Send \$1.00 for 1 year subscription, to

MR. D. O. ELDRIDGE, Editor
1040 Rutledge St. Madison, Wis.

PLANTS

We have found that if plants are started and grown properly, they will produce as good, if not better, results than roots.

All our plants are grown from base cuttings from selected stock, and grown in special containers, which are equivalent to about a four inch flower pot.

We recommend planting out from May 10th to June 15th in this locality.

The size of the flowers, and the height of the plants, given in this catalog, will vary in different locations. We give the approximate dimensions as they grew this last year in our gardens.

PRIZES

We are offering three prizes for the largest bloom (in diameter) of PURPLE MIST in 1938:

First Prize \$10.00 in trade from our 1939 catalog

Second Prize 5.00 in trade from our 1939 catalog

Third Prize 3.00 in trade from our 1939 catalog

The plant or root of PURPLE MIST must be purchased from our gardens in 1938. All flowers must be measured before a Notary Public, and a sworn statement mailed to us.

If you desire your order sent special delivery, add 25 cents

Special Offers

No. 1

FIVE GIANTS

(Roots)

Lord of Autumn, Hunt's Velvet Wonder, Golden Standard,
Daddy Kemp and Mrs. Geo. LeBoutillier.

For Only \$3.25

No. 2

FOUR GREAT PRIZE WINNERS

(Roots)

California Idol, Kitty Mack, Margrace and
Oakleigh Monarch.

For Only \$5.25

No. 3

SEVEN OF THE BEST

(Roots)

Dwight W. Morrow, Kathleen Norris, Monmouth Champion,
Palo Alto, Thomas Edison, Satan and Sonny Boy.

For Only \$2.60

No. 4

EIGHT STARS FOR BEGINNER

(Roots)

Avalon, Elite Glory, Jane Cowl, Jersey's Beauty, Marshall's
Pink, White Wonder, Mrs. I. de Ver Warner and
Jersey's Beacon.

For Only \$1.50

No. 5

SIX NEW TOP NOTCHERS

(Plants)

Purple Mist, American Purity, Leland Stanford, Theresa
Ann, Milton J. Cross and Oakleigh Monarch.

For Only \$7.75

No. 6

TWELVE DAHLIA ROOTS

During the handling of our roots, there are always some
that the labels become lost. Every year, some of our most
expensive, and best ones get into this collection. Now if
you are not particular, this collection without labels, will be
just what you would like.

\$1.35 Postpaid

Who Is Who in the Dahlia World

This survey is made from all the authentic reports from the many Dahlia shows throughout the United States during the Autumn of 1937.

It would be too voluminous to give a detailed report of every show and the name of each flower that won, so we will have to be content with just a condensed resume.

A Dahlia bloom, to win a prize, must be good; and the same variety, to win many prizes throughout America, is sufficient evidence to prove its value as a good and worthy dahlia for any garden.

The Dahlia that stood out far ahead of all others was the great **Lord of Autumn** with a win of 73 times, and the most of these were firsts.

The next nearest to this great yellow was the wonderful **California Idol**, with 56 wins to its credit.

The next in line was that noble old **Murphy's Masterpiece** with a tally of 41. Many of its wins were for the largest in the show.

We found that old Canadian favorite, **Jean Trimbee**, came in fourth with 33 prizes.

Very close to number four was **Golden Standard** with a count of 31.

And now for that old timer, **Amelia Earhart**, with a win of 28, and she too, won many of the "largest" in the show.

From henceforth, we will name them as they stood in their winnings:

Hunt's Velvet Wonder, **Mrs. Geo. LeBoutillier**, **Satan**, **Jersey's Beauty**, **White Wonder**, **Miss Belgium**, **Oakleigh Monarch**, **Milton J. Cross**, **Ft. Monmouth**, **Robert Ripley**, **American Purity**, **Monmouth Champion**, **Margrace**, **Dwight Morrow**, **American Legion**, **Dulcinea**, **Blue River**.

We could fill several pages, but you will have to wait until next year. One can hardly go wrong in choosing any of the above, as they certainly have had a thorough test.

